

From: Steve at The Otter Project [mailto:steve1096@sbcglobal.net]
Sent: Tuesday, August 09, 2005 9:36 AM
To: gillgage@pacbell.net; brown@rrassoc.com
Subject: MLPA funding

I'm sorry I have missed your deadline of July 29. Just the nature of my life these days! And, I apologize for the informal nature of my response - but I felt it was better to dash something off than to not send anything at all.

As I am sure you are aware, at the national level there is a "tax" levied on fishing and hunting gear manufacturers. Those funds are then distributed to the states and are used to facilitate "access."

Spinning off from that are two ideas (neither of them is really "new"):

- 1) Is there a way to direct some of this "hook and bullet" money to MLPA uses? As I understand it, the funds are earmarked for specific uses, but perhaps there is a way for MLPA to tap in?
- 2) Perhaps there is a way to engage the outdoor industry in a conversation about a new tax - one on binoculars, scuba gear, ocean kayaks, surfboards, etc. This tax could be then directed at maintaining the quality of non-consumptive uses of the nearshore ocean environment.

I worked for several years in the outdoor industry (I was the "new business" headhunter at an advertising agency that handled the accounts for The North Face, Mountain Hardwear, Brunton, Teva, MSR, Gregory, and others. It was my job to maintain good relations with the industry). As part of our pro-bono work, we worked with the outdoor industry Conservation Alliance (<http://www.conservationalliance.com/currentMembers.m>). Although this work is 10 years in my past, some of the key industry leaders are probably still the same - a conversation with the industry leaders would be where to start.

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